RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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March 5, 1997

☎ *Fax* (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear Don:

I have ordered **825** SKUs of 4-Carton Displays (item #526424 @ 1/SKU) for you to pack this Promotion for McLane Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request the ***pre-sleeved B1G1F*** product from McLane when you are ready to begin assembling displays.

Pre-Sleeved B1G1F Product is scheduled to arrive at McLane on **March 31st.**

Displays are scheduled to arrive at Consolidated on **April 3rd**.

Displays will need to be back at McLane no later than **April 21st** in order for McLane to begin shipping displays to retail.

DORAL BOX STYLE	#/ (6M) Cases B1G1F
FF Box 100	55
Lt Box 100	55

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Source: https://www.industrydocuments.ucsf.edu/docs/plvn0000

Promotion Description:
Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100 and Doral Lt Box 100* into the 4-Carton Shipper Display.

BUILD NUMBER OF DISPLAYS AS INDICATED ON STATE DISPLAY LIST

I appreciate your assistance, and If you have any questions, please contact me.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
Attach: Cigarette Displays By State
cc: SS / DK / RJR
R. Moore / McLane

51861 8127

Source: https://www.industrydocuments.ucsf.edu/docs/plvn0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

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ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

DORAL BOX B1G1F / PROMOTION #700447

RETAIL DISTRIBUTION DATE: 4/21/97

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	156	See List	232								134		98		
BP OIL	45	1	45										45		
COOKS CONV	8	2	16								16				
CONV EXPRESS	5	2	10								10				
COUNTRY FAIR	70	1	70								5	7	58		
DAIRY MART	28	1	28										28		
EXPRESS MART	40	2	80								80				
J MART	8	2	16								16				
KRAUSZERS	0	1	0												
MOHAWK OIL	5	2	10								10				
RED BARREL	23	2	46								46				
7/11 - HANDEE MART	20	1	20				1					8	11		
SUGARCREEK	93	2	186								186				
SUNOCO	7	See List	0												
SUNRISE FOODS	20	2	40								40				
INDEPENDENTS & SMALL CHAINS	12	2	24								22		2		
TOTALS	540		823	0	0	0	1	0	0	0	565	15	242	0	0

(MC-DORBX.XLS)3/5/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

Source: https://www.industrydocuments.ucsf.edu/docs/plvn0000

RJ REYNOLDS ID: MAR 10'97 9:41

TRANSMIT CONFIRMATION REPORT

NO.	:	001
RECEIVER	:	3154250461
TRANSMITTER	:	RJ REYNOLDS
DATE	:	MAR 10'97 9:41
DURATION	:	01'57
MODE	:	STD
PAGES	:	03
RESULT	:	OK

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